New Orleans
Digital Equity Challenge:

Promoting Digital Pathways to Opportunity

City of New Orleans
March 10, 2017

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Pioneered by the Rockefeller Foundation, 100RC is dedicated to helping cities around the world become more resilient to the physical, social and economic challenges that are a growing part of 21st century life. 100RC supports the adoption and incorporation of a view of resilience that includes not just the shocks—earthquakes, fires, floods, etc.—but also the stresses that weaken the fabric of a city on a day to day or cyclical basis.

Citymart transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. Citymart's method has helped more than 60 cities around the world from San Francisco to London and Barcelona to Rio de Janeiro find proven solutions. Citymart partners with cities to rethink their spending habits so they focus on what problems they need to solve instead of what things they want to buy.

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What is Resilience?

Rockefeller Foundation defines resilience as:

"the capacity of individuals, communities, institutions, businesses and systems within a city to adapt, grow and thrive in the face of both **shocks**—sudden, traumatic events like earthquakes and floods—and more long-term, chronic **stresses**, like poverty and housing shortages."

Resilience in New Orleans

- Launched Resilient New Orleans Strategy in August of 2015

- Individual & community ability to bear acute shocks & chronic stresses

  - Adapt to thrive

  - Connect to opportunity

  - Transform city systems
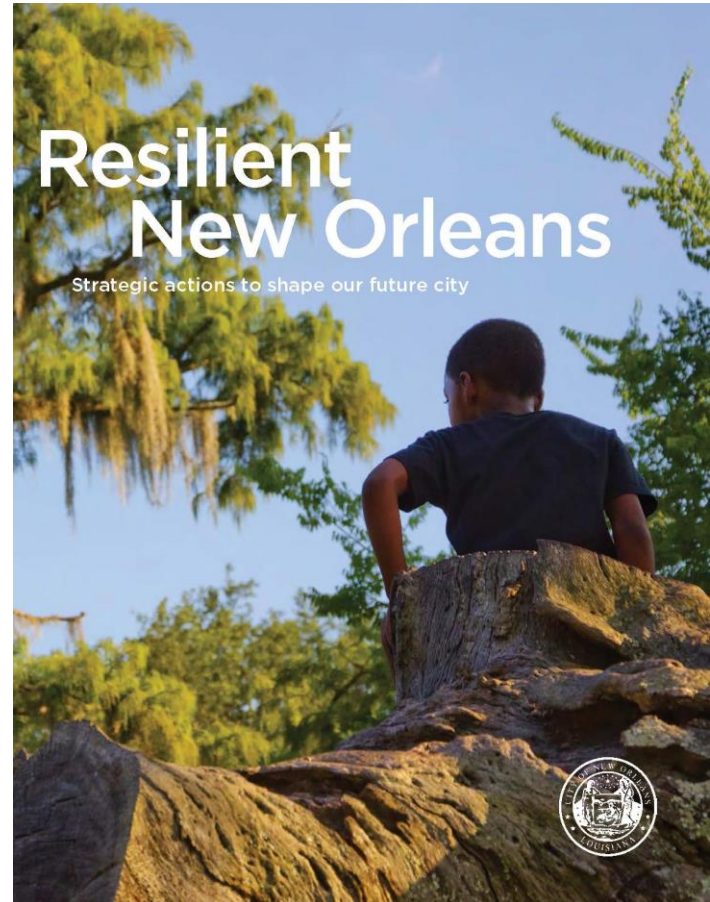
Equity New Orleans

EQUALITY

EQUITY

Equitable city government

- Acts with purpose to achieve just and fair inclusion, ensuring that all residents participate, prosper, and reach their full potential.

- Leverages its power and resources to dismantle institutional racism and discrimination, wherever they exist.

- Implements bold strategies to eliminate income and neighborhood inequities.

- Deliberately engages those who have been excluded from decision-making based on race, ethnicity, gender, religion, nativity, disability status, and sexual orientation.

- Expands community voice, power, and ownership to develop effective solutions that improve outcomes for all.

The result is a stronger, more resilient, and more prosperous city.

Local Internet Access

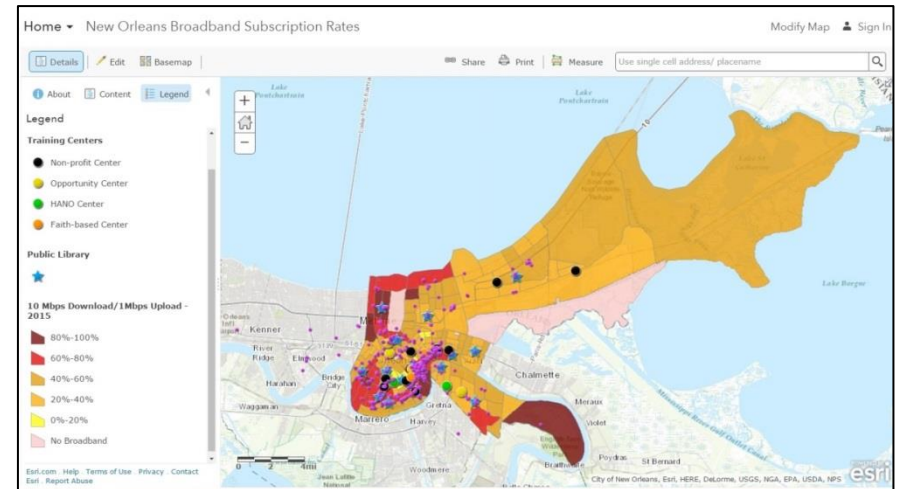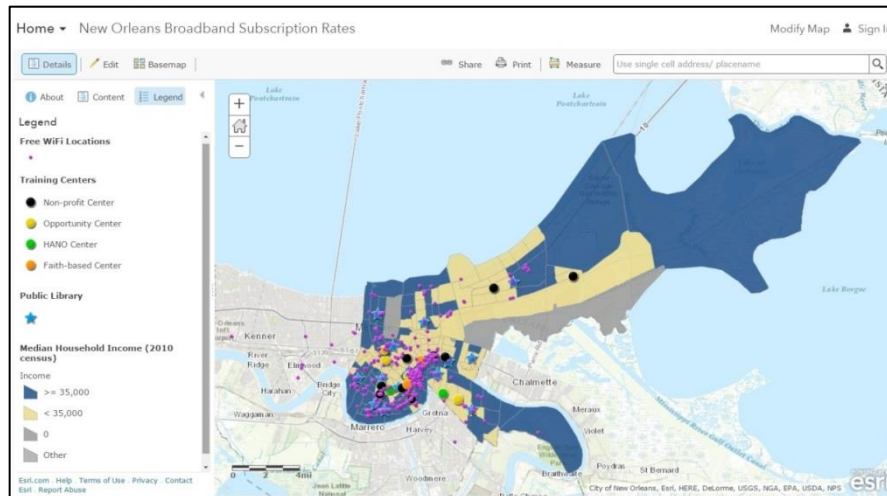| High-Speed Internet Availability (50 Mbps)			
Percent of Households			
	Cable	**DSL**	**Fiber**
NOLA 2011	96%	97%	0%
US - 2013	80%	1%	22%

Who has internet in the home? (at speeds over 768 Kb/s)
33% of lowest income families
100% of highest income families
75% of US households vs. 39% of NOLA households
FCC's Form 477 Census Tract Data on Internet Access Services

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Technology touches almost everything you do

Government/
Govmnt Svcs

Communications

Convenient Retail

Notifications

Housing and
Family Connection

Transportation

Homework

Cont/Higher
Education

Entertainment/
Participation in Culture

Digital Divide

The **Digital Divide** refers to disparities between people with sufficient access to technology resources and people without such access.

It is one of the most pressing shocks and stresses facing New Orleans' most vulnerable communities and a major challenge that keeps many New Orleanians from achieving personal success.

To counter this, the **Department of Information Technology and Innovation** and **Mayor's Office of Resilience and Sustainability**, in partnership with **Citymart** through **100 Resilient Cities**, launched the
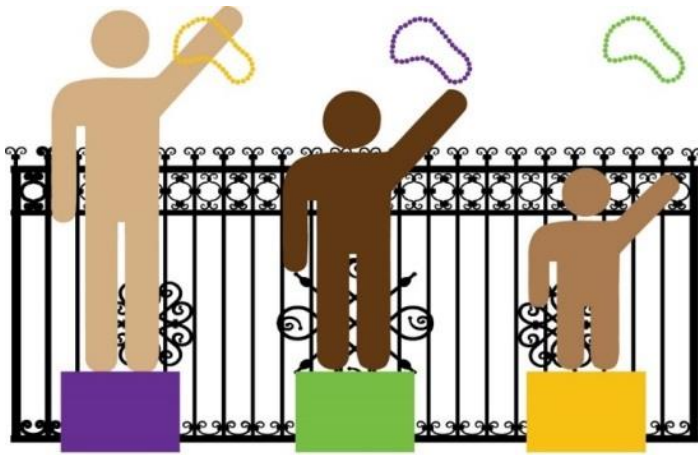
New Orleans Digital Equity Challenge —
> an open call for ideas to bridge the digital divide by equipping historically underrepresented residents with the technological skills and resources needed to advance professionally, economically, and socially, thereby improving individual and city resilience and equity.

Digital Equity to address the Digital Divide

- People continue to be underrepresented in technology for many reasons

- Provide specific help; not just the same help

- Under-representation in technology exacerbates other inequities experienced by

  - Low income
  - Minorities
  - Women
  - Formerly incarcerated

  - Children
  - Elderly
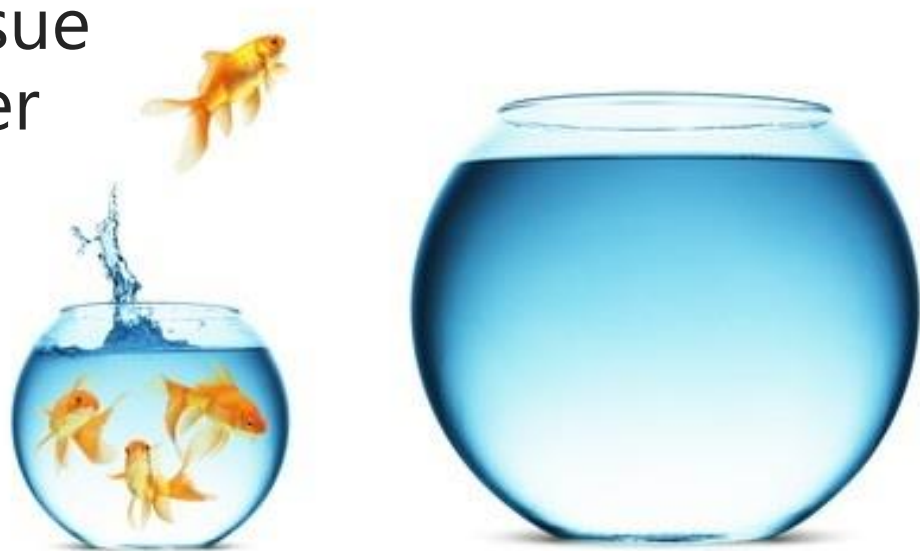 - People with physical or mental disability

EQUALITY   EQUITY

What does Digital Equity look like?

Ability to leverage technology to pursue personal, professional, & civic goals

- Access to opportunity

- Ability to pursue multiple career pathways

- Social & economic resilience

New Orleans Approach to Digital Equity: Ongoing & Future Projects

- Internet Service
  - Connect people to existing low-cost service
  - Citywide institutional fiber network
    - Free access in public buildings & Smart-City applications

- Digital Devices
  - Mobile devices are inadequate for many tasks
  - Refurbish & sell donated computers at discount

- Internet and Computer Technology (ICT) Skills
  - Basic digital skills for all
  - Tech careers (BootUpNOLA)
  - Introduce technology creatively
    - **Digital Equity Challenge**

- Build a technology ecosystem
  - Multiple paths to connect people to technology regardless of age & current skills
  - Sufficient number & type of programs

Impact of Eliminating the Digital Divide

- Create digital equity in New Orleans
  - All New Orleanians have true opportunity to prosper through technology if they choose.
  - Have the skills and confidence to use tech tools to accomplish personal and professional goals

- Connect New Orleanians to education, information, employment, family, friends, government, community, & the world

- Improve economic & social positioning, therefore decreasing wage disparities and increasing individual resilience

- Improve overall city resilience

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GOAL: Introduce Technology in a familiar, accessible, and non-threatening manner

Seek creative solutions that utilize diverse culture, communities, and shared experiences

- Successful Responses will
  - Foster digital skills and equity
  - Help New Orleanians develop the ability to pursue professional and social opportunities
  - Enhance community cohesion & connection
  - Increase civic participation
  - Use partnerships to create socially relevant programs that encompass common community and shared experiences and activities like music, sports & recreation, culture, education, etc.

- Programs will be part of a tech ecosystem

Desired Responders

- Anyone with a great idea

- New Orleans accepts submittals from any person, company, non-profit, philanthropic, or other entity with a solution

- Encourage collaboration between local partners and people from outside New Orleans

- Bring the best ideas for connecting people to technology to NOLA

Timeline

- Challenge announced – March 3, 2017

- Webinar 1 – March 10, 2017

- Webinar 2 – March 17, 2017

- Last day to ask questions – March 22, 2017

- Challenge closes – April 7, 2017

- City evaluates submissions – April 7 – 28, 2017
  - May "short list" submissions, do additional interviews

- City contacts creator(s) of best fit solution – May 2017

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Questions & Answers

- Why the City is trying a problem-based approach for this issue?

- What is Citymart's role? Can they help me put together my proposal?

- Do Responders need previous tech-related or government experience?

- The RFI says that the City could choose not to pilot a solution. How likely is the City to pilot a solution? Is this worth my time putting together a very detailed / comprehensive submittal?

- Explain how the City would choose an organization(s) to pilot its/their proposed solution(s) (ie - how are we evaluate responses).

- NOLA is thinking about piloting a solution but what if my solution can make the case for better impact and cost-effectiveness with a citywide rollout?

- How will chosen Responder(s) enter into an agreement with the City? How will the pilot be set up (i.e., timeline, location, partners, etc.)?

- Please explain the City's DBE process and how to comply with it?

- Is there money available for this project? How much?

- More questions?